



Secretary's Hispanic Advisory Council Annual Report to the Secretary Fiscal Year 2002

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EXECUTIVE SUMMARY

In June 1996, the Secretary of Agriculture created the Hispanic Issues Task Force (HITF) to address the issues of Hispanics as the most under-represented minority group in the USDA workforce and severely under-served by many USDA programs. The HITF developed a plan for the Secretary to enable USDA to reach out to Hispanic employees and customers. One major recommendation of the HITF was to reconstitute the HITF as the Hispanic Advisory Council (HAC). In 1997, the Secretary established the HAC.

The **VISION** of the HAC is to ensure USDA leadership to secure equal access, inclusion, opportunity, and equity in program delivery and services, education and research, and employment and career development for all Hispanics. The HAC's **MISSION**, which is based on the HITF's plan, is to identify and address issues affecting Hispanic employees and customers by ensuring opportunity, access, and equity in program delivery and services, education and research, and employment and career development.

The **GOAL** of the HAC is to increase the number of Hispanics in the USDA work force and to increase the participation of Hispanics in USDA programs. The HAC works with a representative from each of the USDA's Mission Areas, Hispanic employee organizations, and the Secretary's subcabinet to coordinate and implement a number of the recommendations and initiatives originating from the HITF action plan.

The following pages include the annual report on **ACTIVITIES** and **ACCOMPLISHMENTS** for the HAC throughout this fiscal year. By participating in a full range of recruitment events nationwide and by placing full-page USDA advertisements in several publications, the HAC was able to reach nearly one million Hispanic leaders, affiliated groups, organizations and high school and college students. As a result of these efforts, the percentage of Hispanic employees in USDA increased from 5.7 percent in FY 2001 to 5.8 percent in FY 2002. Furthermore, USDA hired 909 Hispanic students for Intern and summer hire opportunities. This was an increase of more than 17 percent over the prior year.

Both recruitment activities and partnership building promote USDA as an employer of choice and advance the Department's commitment to expanding President Lincoln's vision "the people's Department", serving all of the people.

NEXT STEPS: In FY 2003 the HAC will continue to serve the needs of all USDA Hispanic employees in and of the Hispanic community across America. It will focus its efforts on ensuring that Hispanic needs are addressed in the areas of employment and career development, research and education, and program delivery and services. The HAC will continue to analyze trends in these areas, identify needs, and make recommendations for improvement as needed, to the Secretary and other senior managers of USDA.



INTRODUCTION

The Secretary's Hispanic Advisory Council (HAC) is one of seven USDA Employee Advisory Councils. Established by the Secretary, the HAC provides advice and recommendations to the Secretary and gives USDA management a focal point to assess, measure, and ensure progress in addressing Hispanic issues.

The President's Management Agenda, the President's Executive Order 13171: *Hispanic Employment in the Federal Government*, USDA's Civil Rights Policy Statement, the Diversity Advisory Council Charter, and the HAC's Charter, each voice the commitment of the current Administration to diversity. These documents guide the activities of the HAC.

Charter: There are seven Articles in the Charter covering the purpose, membership, organization, meetings, expenses, communications and amendments. A full text of the bylaws is included in this report in Appendix A and found on the HAC Web Page at www.usda.gov/da/Hispanic

Membership: The Secretary has designated two Co-Chairs to serve on the Council for a two-year term. The Co-Chairs serving this fiscal year are Elsa Murano, Under Secretary for Food Safety and Humberto Hernandez, Regional Conservationist, South Central Region, Natural Resources Conservation Service (NRCS). The Council consists of a representative from each USDA Mission Area, one representative from USDA Hispanic Employee organizations, and representatives from USDA Staff Offices, all of who are principal voting members. Members have alternates to assist them, as well as resource advisors who provide information and expertise on specific issues. The list of fiscal year 2002 membership is included in Appendix B.

Web Page: This site was created in 1998 under the Farm Services Agency and is still current, but has been moved under the USDA's Departmental Administration (DA). The site includes a Message from the Secretary of Agriculture; a listing of current Council members; a Message from the Co-Chairs; the full text of the Charter; an Executive Summary of the Council; and a summary of the latest minutes approved by the HAC. This Web Page is listed in all USDA publications, along with the USDA Web Page. This page can be found on the Internet at www.usda.gov/da/Hispanic.

Expenditures: In order to help increase the recruitment, hire, development, promotion and retention of Hispanics, the Diversity Advisory Council approved \$75,000 to fund two proposals submitted through the HAC: 1) Hispanic Recruitment Initiative Proposal; and 2) Hispanic Student Outreach, Recruitment, Retention and Facilitating Job Placement Proposal.

ACCOMPLISHMENTS

HAC Business Plan: The HAC has developed a business plan that identifies Hispanic issues in the areas of employment and career development, research and education, and program delivery and services. These issues support the provisions of the 2002 Farm Bill and the President's Management Agenda and Executive Order 13171: *Hispanic Employment in the Federal Government*.

USDA Statistics on Hispanic Permanent Employment: In keeping with the President's Management Agenda for diversity and human capital and Executive Order 13171: *Hispanic Employment in the Federal Government*, the HAC continues to focus on the employment and hiring of Hispanics within the USDA.

Hispanics today remain the most underrepresented minority group in the Federal workforce. According to the most recent census survey, Hispanics represent over 12.5 percent of the general population and comprise 11.9 percent of the national civilian labor force (CLF). Yet only 5.8 percent of the permanent USDA employees are Hispanic.

Moreover, the gap between Hispanics in the Federal workforce and in the CLF is growing. Further, for Hispanics in the Federal workforce, career paths show less progress than other groups; the current internal career development programs that ensure a steady flow of Senior Executive Service candidates do not seem to be reaching Hispanic men and women already in the Federal ranks.

At the end of FY 2001, USDA total permanent employment was 88,603 and Hispanic employment was at 5,038 (or 5.7%). At the end of FY 2002, USDA total permanent employment was 91,436 and Hispanic employment was at 5,290 (or 5.8%). Although there has been progress, the national and global challenges at USDA in the future presents unique opportunities to greatly accelerate the hiring, retention and promotion of Hispanic employees. The statistics for USDA employment are included in Appendix C.

Conferences and Career Fairs: By participating in a full range of recruitment events nationwide in coordination with the HAC and USDA's Hispanic Serving Institution Liaison Officers, USDA continues to make progress in the hiring of Hispanic employees. The HAC actively participated in national Hispanic conferences, career fairs, and other events throughout the country. These activities are as follows:

- **National Association of Hispanic Federal Executives (NAHFE) Annual Conference, Washington, DC, November 2002:** HAC members and USDA Hispanic Employment Program Managers helped staff the USDA recruitment exhibit. NAHFE advocates merit hiring into senior policy positions and provides executive leadership career development training. Approximately 250 Senior Executives were in attendance.



- **Minorities in Agriculture, Natural Resources and Related Sciences (MANRRS), Portland, OR, April 2002:** The program managers for the HAC and the African American Employee Advisory Council attended the conference. The program managers called a USDA meeting to share thoughts on future collaboration and to learn more about the Diversity Advisory Council. MANRRS supports endeavors that foster and promote the agricultural sciences and related fields and works for the inclusion, achievement, and advancement of all people in the agricultural sciences. Approximately 700 attendees.
- **Cooperative Education and Internship Association (CEIA) Annual Conference, April 2002, Albuquerque, NM:** The HAC program manager attended the conference and coordinated with the USDA/HSI liaison from NM and other USDA employees from the local area to staff the USDA booth. In addition, the HAC placed a USDA advertisement in the program book. CEIA is dedicated to promoting cooperative education and internships as premier models of work-integrated learning, and offers state-of-the-art resources and information. Approximately 500 attendees.
- **League of United Latin American Citizens (LULAC), Annual Conference, Houston, TX, June 2002:** HAC members participated as panelists at a one day workshop entitled *Hispanic Employment Program Managers: The New Vision of Leaders in the 21st Century*. The workshop was held in conjunction with LULAC and was sponsored by the USDA's Office of Civil Rights. HAC also collaborated with the Food Safety Inspection Service to staff the USDA recruitment exhibit. LULAC advances the economic condition, educational attainment, political influence, health, and civil rights of Hispanic Americans through community-based programs. Approximately 8,000 attendees.
- **National Organization of Professional Hispanic Natural Resources Conservation Service Employees (NRCS) Annual Training Conference, Ft. Worth, TX, June 2002:** HAC members attended the training conference. It offered an opportunity for USDA employees to learn more about the types of project being done to help people conserve, maintain, and improve America's natural resources and environment. Additionally, it proved a career day to meet Hispanic candidates seeking employment with USDA. NOPHNRCSE assists NRCS in the delivery of program benefits and services to the Hispanic rural/urban community by strengthening NRCS efforts in the recruitment, retention, development, and advancement of Hispanics. The goal is to assist NRCS in the technology transfer of information to the Hispanic community. Approximately 250 attendees.
- **The Forest Service, Central California Consortium (CCC) Annual Gala, Fresno, CA, August 2002:** The HAC program manager provided an overview of USDA's numerous opportunities to high school and college students, their parents and community members in attendance. The CCC is a collaborative effort between various USDA agencies, non-profit organizations and central California communities. The CCC is a program that outreaches to students K-16 and encourages them to enter



the fields of environmental science, natural resources, and agriculture. The program serves underrepresented communities who are eligible for USDA jobs and careers, but may not be aware of the great opportunities USDA has to offer. Approximately 250 attendees.

- **New Mexico State University Career Expo, Las Cruces, NM, September 2002:** HAC's program manager staffed the USDA exhibit and worked with the local USDA agencies in participating in the expo. The Career Expo provided an avenue for students who are unsure about choosing a career to directly interact with employers and receive up-to date information on their organizations and related career opportunities. Approximately 3,000 students participated in the expo.
- **National Organization for Mexican American Rights (NOMAR) Annual Conference, San Diego, CA, September 2002:** The HAC program manager staffed the USDA exhibit and served on a workshop panel: La Mujer Hispana: "Success is my Story". NOMAR is a national non-profit organization established for the purpose of promoting and defending the civil rights of Americans of Hispanic Origin, and their right to equal employment opportunities. Approximately 500 attendees.
- **U.S. Hispanic Leadership Institute (USHLI) Annual Conference, Chicago, IL, September 2002:** The HAC supported a USDA recruitment package at the conference. The package included: Two exhibit booth spaces; ten complimentary registrations; full page advertisement in the conference program book; one reserved table of 10 at the educational achievement luncheon; one place for a representative seated at the head table. In addition, USDA conducted a series of general presentations on USDA careers and internship opportunities. The USHLI conference convenes a unique consortium of corporate, labor, government, university, and nonprofit communities of interest. The conference attracts over 8,000 registered participants representing hundreds of cities in nearly 40 states and approximately 1,000 affiliated groups and organizations. Approximately 9,000 attendees.
- **Hispanic Association of Colleges and Universities (HACU) Annual Conference, Denver Colorado, October 2002:** HAC staff provided the recruitment exhibit and handouts, and assisted with coordination and staffing of the exhibit booth. HACU represents more than 300 colleges and universities committed to Hispanic higher education success in the U.S., Puerto Rico, Latin America and Spain. HACU is the only national educational association that represents Hispanic-Serving Institutions (HSIs). Approximately 1,000 attendees.
- **Women in Agriculture Conference, Madrid Spain, September 30 through October 5, 2002:** A contingent of the Women Employee Advisory Council and HAC attended the Women in Agriculture Conference. The conference had an excellent agenda that focuses on gender, sustainable development, food safety, the role of rural women in agriculture, fishing, and forestry, access of rural women to technological investigation and innovations, new information technologies, gender and public



policies, agricultural extension, and leadership training. Attendance at the conference helped council members see the global context of our work, and made important connections with women leaders from other countries and shared promising practices. Approximately 1,500 attendees.

HAC Exhibit: The HAC and the Natural Resources Conservation Service (NRCS) are developing an exhibit that depicts the broad missions, career opportunities, and Hispanic employees across the country. The exhibit will be utilized at conferences to promote USDA and HAC.

Advertisements: The HAC partnered with the Hispanic Annual Yearbook (200,000 readership) Hispanic Business Magazine (200,000 readership) and Latinos on Wheels (500,000 readership) by placing full-page USDA advertisements in their publications. In addition the HAC has placed advertisements in conference program books (10,000 readership). These advertisements promote USDA as an employer of choice and advance the Department's recruitment and hiring goals. Four of USDA's executives are highlighted in the top 100 most influential Hispanics.

USDA/ Hispanic Student Outreach, Recruitment, Retention and Facilitating Job Placement

Proposal: To increase the recruitment, development, promotion and retention of Hispanics, the HAC provided assistance to financially support competitive students from Hispanic Serving Institutions, with transportation, allowance, and/or conference sponsorship to internships with USDA agencies. This enabled the USDA, Hispanic Serving Institutions National Program to outreach, recruit, retain and facilitate job placement of Hispanic students from across the nation. The students were exposed to opportunities that otherwise were unreachable, due to financial circumstances. Sponsored students were from California, New Mexico, Florida, Louisiana, Wyoming, Colorado, and Illinois. The sponsorship sent a simple yet strong message: USDA values and supports the success of Hispanics.

Student Intern at Hispanic Serving Institution: In the spring of FY 2002, through a joint effort of the HAC and the DAC, USDA expanded its Ambassador's program by allowing a Hispanic student Intern to work at a major HSI, Land Grant Institution (New Mexico State University) for a semester to assist with recruitment, outreach, placement, and augment the university career placement office. The student was literally a "walking billboard" for USDA. The program was so successful that USDA is expanding it, nationwide. Not only did the student network with other students, she worked with university professors to keep them informed of USDA opportunities. The results exceeded prior participation in job fairs and recruitment advertisement at the college. Additionally, we converted more students to permanent jobs in USDA.

National Hispanic Heritage Month: The HAC continued to play an important role in the USDA Hispanic Heritage Month Ceremony in September 2002. The HAC funded the "National Hispanic Heritage Month Observance "La Bienvenida" (The Welcome) and the appearance of the keynote speaker for the opening ceremony, Dr. Juana Bordas, President Mestiza Leadership International. Dr. Bordas also conducted motivational leadership training to USDA employees entitled "Maximizing the Potential of Latino Workforce and Leadership."



SECRETARY's USDA HISPANIC ADVISORY COUNCIL CHARTER

BYLAWS

ARTICLE I - PREAMBLE

We, the Secretary's Hispanic Advisory Council (HAC) members, in the spirit of cooperation and support of the USDA Mission will provide advice and recommendations to the Secretary and give USDA management a focal point to assess, measure, and ensure progress in addressing Hispanic issues. HAC will help to assure that Hispanics gain full participation in program delivery and services, employment and career development, and education and research.

ARTICLE II - PURPOSE

HAC will provide advice and recommendations to the Secretary and give USDA management a focal point to assess, measure, and ensure progress in addressing Hispanic issues.

- 2.1 Being proactive with USDA management to ensure that the development and implementation of policy is sensitive to the needs of Hispanic employees and the cultural values of the Hispanic community.
- 2.2 Reaching out to and providing for increased opportunities for Hispanics in program delivery and services, education and research, and employment and career development.
- 2.3 Working with USDA management to ensure that the talents and skills of Hispanic employees are better recognized and utilized.
- 2.4 Promoting unity among all USDA Hispanic employees and all USDA colleagues.
- 2.5 Provide cohesiveness to Hispanic programs within USDA.
- 2.6 Share HAC programs with other similar Hispanic communities at other US Federal agencies.

ARTICLE III - MEMBERSHIP

3.1 Membership is by appointment by the Secretary and shall consist of a representative from each USDA Mission Area, one representative for all USDA Hispanic employee organizations, two co-chairs and advisors. The two Co-Chairs serve as representatives of the USDA. Resource advisors provide information in their field of expertise and they do not have a vote in the HAC.

3.2 Definitions.

A. A member is defined as any current USDA employee.

3.3 All members shall have the right to participate in any HAC discussion and may vote on any issue brought before HAC. A vote will be taken and finalized with those who are present unless otherwise decided by HAC members present and/or by Chair or Co-Chair(s).

3.4. Membership Nominations.

A. Two nominations for HAC membership shall be submitted by each Mission Area and two from among the USDA Hispanic employee organizations to the USDA Secretary through the HAC Chair or Co-Chair(s).

B. The HAC Chair or Co-Chair(s) will review all nominations and make recommendations to the Secretary. The Secretary will select and appoint the members.

3.5 Length of Membership

A. Membership tours

Membership terms of office shall be for two years. In order to provide for continuity of the work, the terms shall be staggered. During the initial period of the HAC, 50% of the terms shall be for two years and 50% for three years, as determined by the HAC.

3.6 Member Representation.

A. If a member transfers out of a Mission Area, his or her seat on the Council is nullified. The Chair or Co-Chair(s) will engage in the established membership nomination process to fill the vacant position.

B. The HAC may invite USDA employees, in areas of specific interest to the HAC, to serve on the HAC as resource advisors in their field of expertise. They do not have a

vote in the HAC.

ARTICLE IV - ORGANIZATION

4.1 Chair or Co-Chair(s).

A. Chair or Co-Chair appointments.

1. The USDA Secretary will select a Chair or Co-Chair(s).
2. The term of office for HAC Chair or Co-Chair(s) shall be two years.
3. In order to provide for continuity of the work, the terms of the Co-Chairs shall be staggered.

4.2. Duties of the Chair or Co-Chair(s) and Others.

A. Chair or Co-Chair(s).

1. Shall chair HAC meetings and be the official spokesperson for the HAC.
2. Shall, with the concurrence of other HAC Members, have the authority to sign and execute agreements, obligations, and financial documents on behalf of the HAC.
3. Shall name and appoint HAC team leaders.
4. Shall exercise supervision and provide leadership over all affairs of the HAC.

B. Executive Assistant.

1. Shall be responsible for the logistics of all HAC meetings.
2. Shall be responsible for the recording of the proceedings at all HAC meetings.
3. Shall maintain and distribute all HAC official documents and correspondence including the minutes of all HAC meetings.

C. Mission Area Representative.



1. Is responsible for keeping Mission Area, respective Under Secretary and agencies informed concerning all HAC proposals, plans, and activities, especially those impacting on the Mission Area.
2. Is responsible for advancing issues to the HAC.
3. Monitors progress and reports to HAC the progress within their Mission Area.

D. USDA Hispanic Employee Organizations' Representative.

1. Is responsible for representing and informing the USDA Hispanic Employee Organizations.
2. Is responsible for obtaining assistance and feedback from all USDA Hispanic Employee Organizations.
3. Is responsible for working with the USDA Hispanic Employee Organizations.
4. Is responsible, as necessary, for presenting to the HAC, on an ongoing basis, any concerns, suggestions, or ideas regarding the implementation of the various recommendations and their applicable priorities and time frames.

E. HAC Team Leaders

Periodically, there may be a need for sub teams/groups to carry out the objectives of the HAC.

Team Leader will:

- C be a member of the HAC;
- C be designated to lead small team efforts aimed at accomplishing specific tasks for the Council;
- C will take guidance from and report back to the HAC; and
- C recruit and utilize the necessary resources to do the assigned tasks.

ARTICLE V - MEETINGS

- 5.1 HAC meetings will be held quarterly and more often as deemed necessary by the Chair or Co-Chair(s).
- 5.2 Special meetings of the HAC shall be called as may be deemed appropriate by the Chair or Co-Chair(s) and/or USDA Secretary.
- 5.3 A quorum shall be established prior to any votes taken during Council meetings. A quorum shall consist of at least one Council Co-Chair or the designated alternate Co-Chair and half of the duly appointed members or alternates to the Council being present.
- 5.4 All Council decisions shall be by a simple majority vote of the members or alternates present on the voting date.

ARTICLE VI - EXPENSES and COMMUNICATIONS

- 6.1 Time and Travel - Each HAC member's respective Agency agrees to reimburse expenses incurred and allow official time for travel of employees attending officially approved activities and additional special meetings called by the Chair or Co-Chair(s) and/or the USDA Secretary.
- 6.2 Facilities and Services - The HAC may use the following USDA services:
 - 1. Meeting rooms.
 - 2. Designated bulletin boards.
 - 3. Internal and external communication technology including access to the Web server.
 - 4. Distribution of printed material such as flyers, posters, or newsletters through the internal mail and messenger service. The following types of material may not be sent through the internal mail or messenger service or otherwise distributed within USDA.
 - A. Material which directly or indirectly attacks or adversely reflects on the integrity of character of Members of Congress, the Judiciary, the President, Members of the President's Cabinet, or any other Government official in a similarly responsible position.
 - B. Material that does not conform with USDA Civil Rights policies.
 - C. Material which directly or indirectly condemns or criticizes the policies of any Government Department or Agency.



ARTICLE VII - AMENDMENTS

7.1 Amendments.

- A. The Charter and Bylaws may be altered, amended, modified, repealed, and new Bylaws may be adopted as the HAC determines necessary.
- B. A majority vote among members present on voting date will be required.

Approved:

Elsa Murano, Ph.D.,
Co-Chair

Date

Humberto Hernandez,
Co-Chair

Date

Ann M. Veneman
USDA Secretary

Date



USDA SECRETARY'S Hispanic Advisory Council FY 2002

Members

< Elsa Murano
< Humberto Hernandez
< Gilbert Sandate

< Todd Ferrara
< Michael Molina
< Edgardo Delgado
< Peter Santos
< Frances Davila-Wilches
< Rick Chavez
< Jose Acevedo
< Ricardo Krajewski
< Irma Lawrence
< Enrique Perez

Mission Area

Non-Career Co-Chair
Career Co-Chair
Alternate Co-Chair
Departmental Administration
Office of the Secretary
Office of the Secretary, White House Liaison
Farm and Foreign Agricultural Services
Food and Nutrition Services
Food Safety
Hispanic Employee Organizations
Natural Resources and Environment
Marketing and Regulatory Programs
Research, Education and Economics
Rural Development

Alternates

< Nancy Garcia
< Sylvia Holguin-Bourn
< Greish Sievens-Ziary
< Manuel Ayala
< Jacqueline Micheli

Food and Nutrition Services
Food Safety
Farm and Foreign Agricultural Services
Hispanic Employee Organizations
Rural Development

Advisors

< Joseph V. Colantuoni
< Clifton Taylor (Alternate)
< Harry Salinas
< Lynn Flanagan
< Jacqueline Micheli
< Sean Clayton (Alternate)
< Maria Goldberg

Office of Human Resources Management
Office of Human Resources Management, Alternate
Office of Civil Rights
Office of the General Counsel
Hispanic Employment Program Management Council
Hispanic Employment Program Management Council
USDA/National Hispanic Serving Institutions Program

Staff

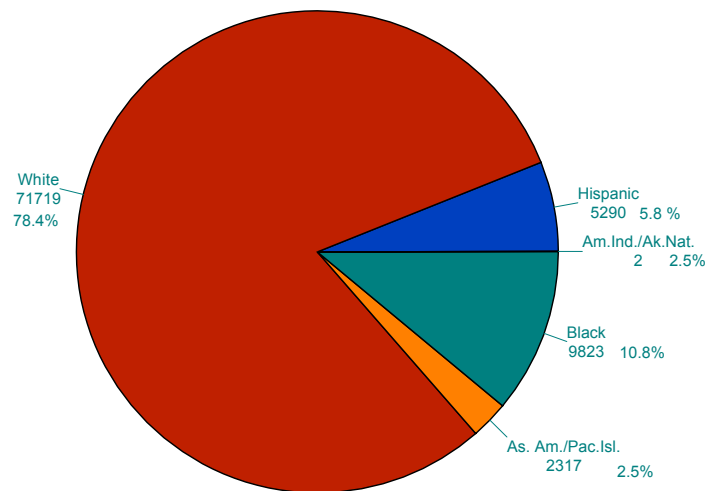
< Alicia Rodriguez, Program Manager
< Erika Beltran, Co-op Student
< Erika Ramirez, Co-op Student

HAC would like to acknowledge the service of the following members, alternates, and resource advisors who no longer serve on the HAC:

< Frank Grijalva, Food Safety (Alternate)
< Carmen Nordlund, Hispanic Employment Program Management Council (Resource Advisor)
< Donna Beecher, Office of Human Resources Management (Resource Advisor)
< Juan Martinez, Office of Outreach (Resource Advisor)

USDA PERMANENT WORKFORCE

Race/National Origin, Fiscal Year 2002



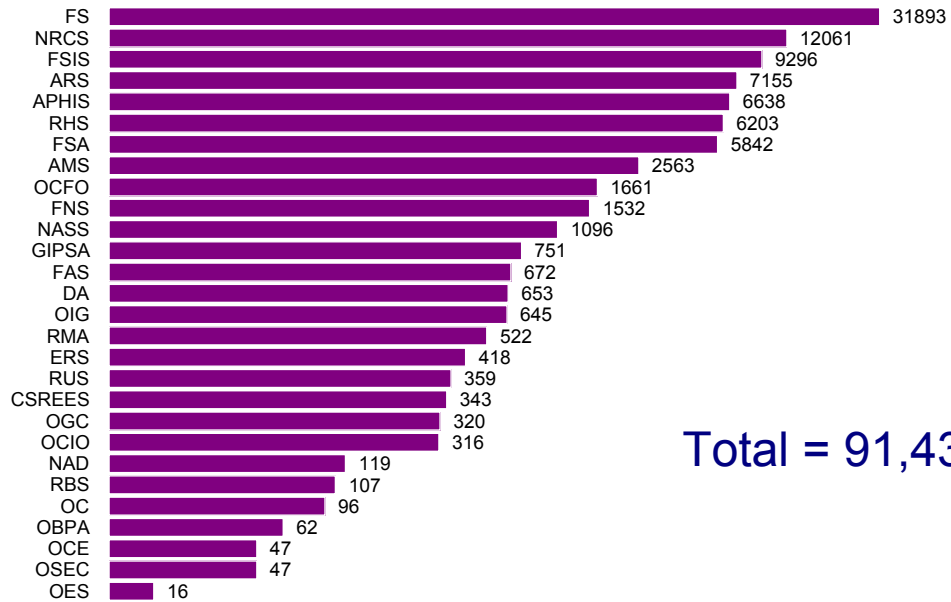
Total: 91,436

Source: NFC Reporting Center



TOTAL USDA EMPLOYMENT BY AGENCY,

Fiscal Year 2002 Permanent Employees



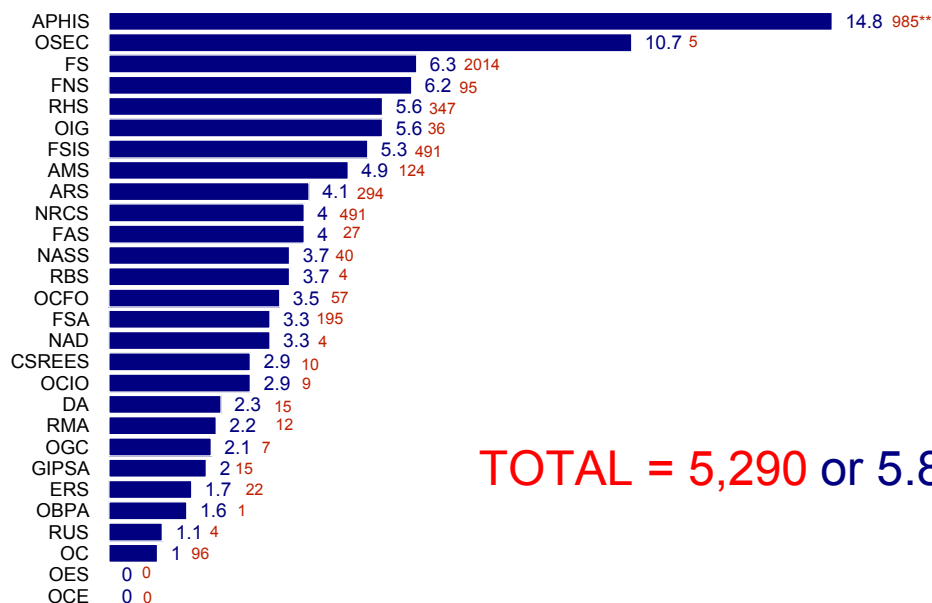
Total = 91,436

Source: NFC Reporting Center



HISPANIC EMPLOYMENT BY AGENCY,

Fiscal Year 2002 Permanent Employees, Relative to a 11.9% CLF*



TOTAL = 5,290 or 5.8%

*CLF = Civilian Labor Force (10/01/00 to 9/30/01).

**Red = TOTAL Hispanic Employees.

Source: NFC Reporting Center